



2024 EMPLOYER GUIDE

Guide to entering Best Workplaces in Travel



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Best Workplaces in Travel is an annual employee engagement survey and awards.

Our survey provides top travel companies with critical insight into the key issues and drivers for people working in the travel industry, while our awards celebrate the best performers across these criteria.



Here's how to get involved.

● Register

First up, register your business with us via the link on our website. Once you've done this, we'll be in touch once the survey period starts.

● Share the survey

You will receive a unique survey link to share this with your employees, as well as a template to encourage them to take part.

● Results

On reaching your completion target, you'll be given access to online reports summarising your data. Once the survey closes, your organisation will be given an overall score.

● Shortlist

All of the entries overall scores will be compared and a shortlist of the Best Workplaces in Travel will be revealed.

● The awards

All entrants will be invited to attend the award ceremony in London, where the countdown and winners of each category will be announced.

3rd Dec – 31st Dec 2023

Earlybird entry

1st Jan – 1st March 2024

Main entry window

3rd May 2024

Survey completion deadline

10th May 2024

Shortlist and Top 30 announcement

10th June 2024

Sparkling award ceremony

Our unique survey:

Our survey is the ONLY one that asks employees what's important to them first and foremost, and then rate their employer as to how they are performing against that criteria. They'll also answer our five 'killer questions' including an Employee Net Promoter score.

The data collected allows leaders to measure engagement levels, as well as provides the insights to make smart decisions when it comes to their people strategy.

Final individual outcomes are calculated and combined with those of your other employees to produce your organisations overall score. The top scoring organisations will get a place on our much coveted top-30 shortlist.

BENEFITS

Insight that makes a real difference.



01

Engaged companies are more productive, creative, and successful.

02

Gain invaluable, measurable insights into what your people think, and take actions to improve.

03

Engaged teams are more cohesive, harmonious, and easier to manage.

04

Attrition is both costly and disruptive and a key issue for leaders.

05

Talent decisions are based on fact rather than guesswork.

06

Be an employer of choice – one that top talent aspire to work for in a competitive recruitment landscape.

07

Provides industry insights to allow you to benchmark against other travel companies.

08

Raise your profile and be recognized as one of the Best Workplaces in Travel.

Driving survey completion:



Promote it through usual channels such as meetings and social media explaining 'What's in it for me?' so your people are encouraged to give honest feedback



Make available a tablet or computer at work for easy access – managers could take one into their team meetings to encourage people to complete then and there.



Let people know how the survey results will be used, and when you will communicate outcomes and resulting actions.



Remind them this is a quick, anonymous survey that they can complete in their own time; or you might like to give them an extra five minutes on their break to complete.



Senior management play an important role in encouraging people to offer feedback – so it's crucial that they are on board from the start and talk about it at every opportunity.

Frequently asked questions

Completing the survey

What completion do I need?

This will depend on your company size.
The targets are as follows:

Micro co. (10-19 employees): 70%

Small co. (20-49 employees): 60%

Mid-size co. (50-249 employees): 50%

Large co. (250+ employees): 40%

How long does the survey take?

Anyone completing the survey should put aside 10 minutes (on mobile, desktop or laptop)

Results

How is the survey calculated?

For full details on how the survey is calculated and judged, please email:
gail@bestworkplacesintravel.co.uk

How do I access my survey results?

Once you've reached your threshold, you will be sent login details to access the reporting.

When is the shortlist announced?

We will reveal the shortlist mid-May 2024.

When are the winners announced?

All entrants will be invited to attend the award ceremony in London, where the countdown and winners of each category will be announced.

Support

Who do I contact for support?

General: enter@bestworkplacesintravel.co.uk **Technical support:** tom@hellokorero.co



Testimonials

"On behalf of Intrepid, thank you and your team for such an amazingly well-run event (in such a fabulous location), and for giving the industry the opportunity to showcase the amazing talent we nurture in our respective companies and what innovation and support great employers are bringing into the industry."

"We will certainly ensure we share Jane's insights with our staff and build up on how we improve for next year's event."

Regional People Partner, Intrepid Travel



"We were delighted with the result and to be part of celebrating the return of travel and being one of the very best industries to work in. Well done for bringing this award to life and giving a platform for travel businesses to aspire to be part of and hopefully secure some good results and places in the awards!"

Deputy CEO, Holiday Extras

"We've been making a lot of changes over the years to create an enjoyable workplace and culture reflective of the Agiito brand. We're delighted to have our employee-focused initiatives scored so highly in the first awards, which demonstrates how we value the talent we have and allows us to benchmark ourselves so we can continue to improve,"

Director of Experience, Agiito.

"It's great to make the finals and this is now one of the if not the most important award in our industry. It keeps all good business leaders on their toes."

CEO, Travel Village Group





Good luck to everyone entering this year! **For queries, please contact:**

enter@bestworkplacesintravel.co.uk
bestworkplacesintravel.co.uk

OUR ADVOCATES:



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